

IN THE CLAIMS

Please amend the claims under 37 C.F.R. § 1.121(c) as set forth below.

1. (Currently amended) A method for a marketing service to generate and manage sales and marketing information for service members comprising:

(a) ~~identifying obtaining personal information of~~ a guest considering an offer for goods and/or services on a website of a down-line member, wherein the down-line member is linked with one or more up-line members in a hierarchical marketing network;

(b) tracking the viewing activity of the guest on the website of the down-line member considering an offer for goods and/or services;

(c) creating a neuro dynamic profile particular to the each guest based on activity of the guest on the website of the down-line member, where the neuro dynamic profile is characterized by personality type, communication style, motivation strategy and decision strategy;

(d) creating a contact report comprising an identification of the guest, combining the personal information, viewing activity of the guest on the website of the down-line member and the neuro dynamic profile particular to the guest to form a contact report;

(e) storing the contact report under a contact management program file;

(f) moving of the contact report to the down-line member and one or more of the up-line members between service members; and

(g) using the contact ~~report information~~ by the down-line member and one or more up-line members service members to directly market to the guest by at least one of a telephone call and a face-to-face meeting.

2. (Cancelled)

3. (Cancelled)

4. (Original) A method as claimed in claim 1 where said moving the information comprises data management provided by the Teamwork Communication System governed by the marketing service.

5. (Original) A method as claimed in claim 1 where said using the information by the service members comprises evaluation of the contact report by the team members to form a guest response that is psychologically effective to encourage guest activity or sales.

6. (Currently amended) A method for a marketing network service to generate and manage sales and marketing information for service members comprising:

(a) subscribing to a marketing network service to be a new member communicatively linked to ~~the~~ a recruiting up-line team member(s), where the new member and the recruiting up-line team member(s) form a hierarchal relationship between one another within the marketing network service;

(b) training the new member through the marketing service where the training progress is tracked by the up-line team member(s) and where the new member is trained to utilize the marketing service and to bring a Web site hosted by either the new member or the up-line team member(s);

(c) bringing business to the Web site presenting goods and/or services on the marketing network service computing platform;

(d) obtaining personal information from the Web site user;

(e) capturing a user experience from the Web site user;

(f) detecting the departure of the Web site user from the Web site;

(g) generating a contact report, where the contact report comprises a neuro dynamic profile and identified interests of the Web site user;

(h) notifying the new member and the up-line member(s) of a business contact by ~~receiving~~ sending the contact report through at least one of email, posted mail and telephone;

(i) accessing a data managing program to retrieve or input data;

(j) monitoring the contact report and activity of the new member; and

(k) using the contact report by the up-line member(s) and the new member.

7. (Original) A method as claimed in claim 6 where said bringing business comprises inviting traffic based on purchased leads given or sold to said marketing network service and inviting traffic through promotion of the Web site through, newspapers, flyers, Web advertisements and Web links.

8. (Previously presented) A method as claimed in claim 6 where said obtaining comprises the Web site user signing a guest book with personal information.

9. (Original) A method as claimed in claim 8 where said personal information comprises the Web site user's name, e-mail address, correspondence address and telephone number.

10. (Original) A method as claimed in claim 6 where said Web site user experience comprises the length of time the user visited the site, what site pages were viewed and the length of time each page was viewed.

11. (Cancelled)

12. (Previously presented) A method as claimed in claim 6 where said neuro dynamic profile and said interests are derived from said personal information and said Web site user experience.

13. (Previously presented) A method as claimed in claim 6 where said neuro dynamic profile is characterized by personality type, communication style, motivation strategy and decision strategy.

14. (Cancelled)

15. (Previously presented) A method as claimed in claim 6 where said monitoring further comprises monitoring by the up-line team member(s) to determine the activity status of a down-line member, motivate the down-line member and to determine to collaborate with the down-line member regarding the contact report.

16. (Original) A method as claimed in claim 6 where said using the information by the service members comprises evaluation of the contact report by the team members to form a guest response that is psychologically effective to encourage sales.

17. (Original) A method as claimed in claim 6 where said using further comprises providing information to the Web site user, transacting a sale of goods and/or services with the Web site user and accepting subscription of the Web site user to the marketing network service.

18. (Previously presented) A method as claimed in claim 6 where said communicatively linked and said monitoring and said tracked comprises a flow of business information between the new member and the appropriate up-line team member(s) is facilitated by a Teamwork Communication System.

19. (Previously presented) A method as claimed in claim 6 where said data management program is a Contact Manager program governed by the marketing network service.

Claims 20-21 (Cancelled).

22. (Previously presented) A method as claimed in claim 6 where said marketing network service follows said Web site user to any other Web site that said Web site user visits throughout the internet after said Web site user exits said Web site of said new member or said up-line team member(s).

23. (Currently amended) A method for a marketing network service to generate and manage sales and marketing information for service members comprising:

(a) subscribing to a marketing network service to be a new member communicatively linked to the a recruiting up-line team member(s), wherein the new member and the recruiting up-line team member(s) form a hierarchal relationship between one another within the marketing network service and where said communicatively linked comprises a flow of business information between the new member and the appropriate up-line team member(s) is facilitated by a Teamwork Communication system;

(b) training the new member through the marketing service where the training progress is tracked by the up-line team member(s) and where the new member is trained to utilize the marketing service and to bring a Web site user to a Web site hosted by either the new member or the up-line team member(s);

(c) bringing business to the Web site presenting goods and/or services on the marketing network service computing platform;

(d) obtaining personal information from the Web site user;

(e) tracking viewing activity of the Web site user considering an offer for goods and/or services;

(f) capturing a user experience from the Web site user, where the user experience of the Web site user comprises the length of time the user visited the site, what site pages were viewed and the length of time each page was viewed;

(g) detecting the departure of the Web site user from the Web site;

(h) generating a contact report, wherein the contact report comprises a neuro dynamic profile particular to the Web site user and where the neuro dynamic profile is characterized by personality type, communication style, motivation strategy and decision strategy and where the personality types include aggressiveness, patience, intelligence and practicality, where the communication style includes a predilection to information presented in a visual, auditory, kinetic or analog/digital fashion, where the motivation strategy includes the Web site users tendency to move away from pain or to move toward pleasure and wherein the decision strategy includes the Web site users tendency to collect and base a decision based on reviews from others or internalize the product/service information for self-determination;

(i) notifying the new member of a business contact by receiving the contact report;

(j) accessing a data managing program to retrieve or input data, where the data managing program is comprised of a Contact Manager program governed by the marketing network service;

(k) monitoring the contact report and activity of the new member, where the monitoring further comprises monitoring by the up-line team member(s) to determine the activity status of the new member, motivate the new member and to determine to collaborate with the new member regarding the contact report; and

(l) using the information by the service members, where the service members comprise the up-line team member(s) and the new member and where said using the information by the service members comprises evaluation of the contact report by the team members to form a guest response that is psychologically effective to encourage sales and where said using further comprises providing information to the Web site user, transacting a sale of goods and/or services with the Web site user and accepting subscription of the Web site user to the marketing network service.

24. (New) A method for marketing to potential members of a multi-level marketing network, the method comprising the steps of:

providing a multi-level marketing network ("MLM") with a plurality of members cooperating in a hierarchical manner, wherein the MLM includes an up-line member that is linked to a down-line member in the MLM;

directing a potential member of the MLM to access a personalized website of the down-line member, wherein the down-line member requested the potential member to access the personalized website of the down-line member;

receiving an identification of the potential member;

presenting one or more multimedia presentations to the potential member via the personalized website of the down-line member, wherein each of the presentations last a predetermined time period;

tracking which of the presentations were viewed by the potential member and the amount of time that the potential member viewed each of the presentations;

sending the identification of the potential member and information gathered in the tracking step to the down-line member and the up-line member; and

marketing directly to the potential member by a collaborative effort of the up-line member and the down-line member, wherein the up-line member and the down-line member market membership in the MLM to the potential member.

25. (New) The method of Claim 24, where the identifying step includes receiving identifying information about the potential member from a guest book associated with the personalized website of the down-line member.

26. (New) The method of Claim 24, where the potential member is identified based on a link used by the potential member to access the personalized website of the down-line member.

27. (New) The method of Claim 24, wherein the marketing step includes a telephone call to the potential member by at least one of the up-line member and the down-line member.

28. (New) The method of Claim 27, wherein the marketing step includes a three-way call to the potential member by the up-line member and the down-line member.

29. (New) The method of Claim 24, wherein the up-line member recruited the down-line member into the MLM.

30. (New) The method of Claim 24, further comprising the step of generating a neuro dynamic profile of the potential member based on activities of the potential member on the personalized website of the down-line member.

31. (New) The method of Claim 30, wherein the neuro dynamic profile includes at least one of personality type, communication style, motivation strategy and decision strategy of the potential member.



32. (New) The method of Claim 31, wherein the communication style is determined based on whether the potential member shows a predilection to information presented in a visual, auditory, kinetic fashion on the website of the down-line member.
33. (New) The method of Claim 31, wherein the motivation strategy is determined based on whether the potential member has a tendency to move toward information presented from a standpoint of pain on the website of the down-line member.
34. (New) The method of Claim 33, wherein the motivation strategy is determined based on whether the potential member has a tendency to move toward information presented from a standpoint of pleasure on the website of the down-line member.
35. (New) The method of Claim 31, wherein the decision strategy is determined based on the potential member's tendency to base a decision on the website of the down-line member from information of others or internalizes information for self determination.